

## **Craft Pork Rind Brand Debuts Better-for-You Snack in Kroger Stores**

*Southern Recipe Small Batch Pork Rinds Expands Distribution of Its Innovative, Better-for-You Snack in Kroger Markets*

**Lima, Ohio (August 24, 2017)** – [Southern Recipe Small Batch](#), an authentic, handcrafted, small batch pork rind snack, plans to deliver unique flavor to [Kroger](#) consumers looking for a better-for-you alternative. Beginning September 2017, shoppers throughout Kroger Divisions 11, 25 and 26 – including major markets Georgia, South Carolina and Alabama, as well as Memphis, Tennessee, Little Rock, Arkansas and Jackson, Mississippi – can visit their local store to experience this snack that has been designed specifically for today’s millennial consumer. Featuring high quality ingredients reimagined with new flavors and a manufacturing process to produce one of the nation’s first lines of authentic small batch pork rinds, Southern Recipe Small Batch is of the quality shoppers expect from Kroger stores at an SRP of \$3.99 for each four ounce bag. Both Sea Salt & Cracked Black Pepper and Korean Kimchi BBQ will be made available.

Foods denoted as “small batch” suggest the product is made with care, attention and skill. This ultimately puts the power back into the consumer’s hands, as it gives them a reason to trust the brand. Southern Recipe Small Batch does just this, with an innovative approach to producing the favored snack of the South, the pork rind, with intentional ingredients and processes.

The authentic recipe for Southern Recipe Small Batch pork rinds attains the texture and genuine small batch flavor consumers crave, with a fraction of the guilt. By popping each rind in heart-healthy sunflower oil and dusting it with bold spices and flavor blends, every bag of pork rinds offers a snack with the taste of indulgence and eight grams of protein. Southern Recipe Small Batch pork rinds are gluten free, low carb and deliver big taste.

“Expanding our offering of Southern Recipe Small Batch in Kroger stores throughout the Eastern United States allows consumers a new way to love pork rinds,” shares Mark Singleton, VP of Marketing at Rudolph Foods. “Our craft-made take on the traditional pork rind has continued to excite consumers in the South. Now, we’re making this Southern snack more accessible with an edgy look and clean ingredients that are just naturally better for you. It’s a different kind of rind!”

Southern Recipe Small Batch’s expansion further into the South speaks to the selective consumer, those currently driving food trends. Because such shoppers as those who frequent Kroger markets are keenly focused on the statement their food is making, they are constantly searching for brands that speak to their values.

### **About Southern Recipe Small Batch:**

*Southern Recipe Small Batch, a division of Southern Recipe – “The tastiest crunch in the South” – is a small batch, handcrafted brand of pork rinds. Developed with the purpose of delivering iconic flavor in a nostalgic recipe, Southern Recipe Small Batch offers this traditionally indulgent Southern snack in four artisanal flavors that boast eight grams of protein and low carb and naturally gluten free. For additional information, please call 1-800-241-7675, or visit [SouthernRecipeSmallBatch.com](http://SouthernRecipeSmallBatch.com).*

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